

## CLAIMS

1. A communication card system which is characterized by being provided with:

a first communication card formed by a sheet bearing predetermined marks printed thereon, wherein said predetermined marks includes letters, graphics and signs, and said sheet has, provided in a localized region thereof, an optical medium in which a hidden image intended for communication purpose is plotted;

a first information processing system capable of transmission of an information input image data, said first information processing system being of such an arrangement that, subsequent to said information input image data being transmitted therefrom, and then, upon receipt of a collected information data written in said particular information input image data, the first information processing system is operable to transmit an image output data for causing emission of a color tone(s) which makes/make visible said hidden image in said optical medium, and that, when loading said collected information data, the first information processing system is operable to classify said collected information data in a predetermined way; and

a user's terminal device having an information input means for allowing various kinds of information data to be inputted thereinto, a display means for displaying said information input image data and/or other data to be displayed, and a processing means for effecting various required controls and processing information data,

wherein said communication card system is also characterized in that:

said first communication card is distributed to customer(s);

said user's terminal device, when a URL indicated on said first communication card or other medium is inputted therein, effects operation which entails: making access to said first information processing system; then causing a predetermined information input image data to load to said particular

user's terminal device from the first information processing system; causing indication of an information input image on said display means from said predetermined information input image data; and, upon a given information data having been inputted into said information input image via said input means, transmitting said given information data to said first information processing system; and

further, said user's terminal device operates to emit a color tone(s) on and from said display means, said color tone(s) being based on an image output data transmitted from said first information processing system, so that a hidden image in said optical medium of said first communication card is made visible by said color tone(s) in such a manner as to permit visual perception of the hidden image, thereby providing a particular information to said customer(s) through said first communication card.

2. A communication card system which is characterized by being provided with:

a first communication card formed by a sheet bearing predetermined marks printed thereon, wherein said predetermined marks includes letters, graphics and signs, and said sheet has, provided in a localized region thereof, an optical medium in which a hidden image intended for communication purpose is plotted;

a first information processing system capable of transmission of an information input image data, said first information processing system being of such an arrangement that, subsequent to said information input image data being transmitted therefrom, and then, upon receipt of a collected information data written in said particular information input image data, the first information processing system is operable to transmit an image output data for causing emission of a color tone(s) which makes/make visible said hidden image in said optical medium, and that, when loading said collected information data, the first information processing system is operable to classify said collected

information data in a predetermined way; and

wherein said communication card system is also characterized in that:

said first communication card is distributed to a customer(s); and

said first information processing system effects operation which entails: transmitting a predetermined information input image data; then, upon receipt of a collected information data, transmitting an image output data for causing emission of a predetermined color tone(s), with such an arrangement that said hidden image of said first communication card and said emission of predetermined color tone(s) are used so as to enable communication with a customer(s).

3. A communication card system which is characterized by being provided with:

a second communication card formed by a sheet bearing predetermined marks printed thereon, wherein said predetermined marks includes letters, graphics and signs, and said sheet has, provided in a localized region thereof, an optical medium in which a hidden image intended for communication purpose is plotted;

a second information processing system capable of transmission of an information input image data, said second information processing system being of such an arrangement that, subsequent to said information input image data being transmitted therefrom, and then, upon receipt of a collected information data written in said particular information input image data, the second information processing system is operable to combine a data on said hidden image, which is to be sent to a customer(s), with a main image data to be displayed, so as to create an image output data which is adapted for causing only an image associated with said main image data to indicate in a visible manner, while causing said hidden image data to indicate in an invisible manner, then transmitting said image output data, and further, the second information processing system, after having loaded said collected information

data, operates to classify the collected information data in a predetermined way;  
and

a user's terminal device having an information input means for allowing various kinds of information data to be inputted therein, a display means for displaying said information input image data and/or other data to be displayed, and a processing means for effecting various required controls and processing information data,

wherein said communication card system is also characterized in that:

said second communication card is distributed to a customer(s);

said user's terminal device, into which is inputted a URL indicated on said second communication card or other medium, is operable to execute the steps of: making access to said second information processing system; then causing a predetermined information input image data to load into said particular user's terminal device from said second information processing system; causing indication of an information input image on said display means from said predetermined information input image data; and. upon a particular information data having been inputted into said information input image via said input means, transmitting said particular information data to said second information processing system; and

further, said user's terminal device is operable to receive an image output data transmitted from said second information transmission processing device, and causes indication of a main image data on said display means, while simultaneously causing indication of a hidden image data in an invisible manner on said display means, with such an arrangement that a hidden image indicated on said display means is made visually perceivable by means of said second communication card, thereby providing a predetermined information to said customer(s) via said second communication card.

4. A communication card system which is characterized by being provided with:

a second communication card formed by a sheet bearing predetermined marks printed thereon, wherein said predetermined marks includes letters, graphics and signs, and said sheet has, provided in a localized region thereof, an optical medium in which a hidden image intended for communication purpose is plotted; and

a second information processing system capable of transmission of an information input image data, said second information processing system being of such an arrangement that, subsequent to said information input image data being transmitted therefrom, and then, upon receipt of a collected information data written in said particular information input image data, the second information processing system is operable to combine a data on said hidden image, which is to be presented to customer(s), with a main image data to be displayed, so as to create an image output data which is adapted for causing only an image associated with said main image data to indicate in a visible manner, while causing said hidden image data to indicate in an invisible manner, then transmitting said image output data, and further, the second information processing system, after having loaded said collected information data, operates to classify the collected information data in a predetermined way;

wherein said communication card system is also characterized in that:

said second communication card is distributed to a customer(s);

said second information processing system effects operation which entails: transmitting a predetermined information input image data; and then, upon receipt of a collected information, transmitting an image output data for causing emission of a predetermined color tone(s), so that said second communication card and a hidden image indicated thereby effectively allows for communication with said customer(s).

##### 5. A communication system which comprises:

a web-based information transmission/processing device operable to execute processing which consists in: creating a hidden image data for causing

indication of a hidden image in a predetermined area of an image being displayed; creating a filter image data for causing indication of a filter image which is to be emitted in a color tone(s) which makes/make said hidden image visible in other area than said predetermined area of said image being displayed; creating an information input image data; transmitting said information input image data; and, upon receipt of a collected information data concerning an information data required in the thus-transmitted information input image data, transmitting said hidden image data and said filter image data;

a user's terminal device(s) having an information input image for allowing various required information data to be inputted therein; a display means for displaying an information input image data and other data to be displayed; and a processing means for effecting various required controls and processing information data; wherein said web-based information transmission/processing device is connected with said user's terminal device(s) via a telecommunication system;

said communication system being characterized in that:

said user's terminal device(s) is/are operable to execute processing which consists in: making access to said web-based information transmission/processing device on basis of an URL inputted therein; causing a predetermined information input image data to load into the use's terminal device(s) from said web-based information transmission/processing device; causing indication of said predetermined information input image data on said display means; and, upon an information data having been inputted therein in response to the information required by said information input image data, transmitting said information data to said web-based information transmission/processing device; and

further, said user's terminal device(s) is/are operable to cause indication of said hidden image data and said filter image data on said display means, wherein said hidden image data and said filter image data have been transmitted from said web-based information transmission/processing device

in response to the said information data transmitted to the latter, whereby said hidden image is made visually perceivable so as to provide an information intended for particular communication purpose.

6. A web-based information transmission/processing device, which is characterized by being provided with a means capable of: creating a hidden image data for causing indication of a hidden image in a predetermined area of an image being displayed and a filter image data for causing indication of a filter image which is to be emitted in a color tone(s) for making said hidden image visible in other area than said predetermined area of said image being displayed; and also transmitting said hidden image data and said filter image data to a telecommunication system in a direction to a user's terminal device which makes access to the web-based information transmission/processing device.

7. A web-based information transmission/processing device, which is characterized by being provided with a means operable to execute processing which consists in: creating: a hidden image data for causing indication of a hidden image in a predetermined area of an image being displayed; a filter image data for causing indication of a filter image which is to be emitted in a color tone(s) for making said hidden image visible in other area than said predetermined area of said image being displayed; and an information input image data; then transmitting said information input image data, and, upon receipt of a collected information data concerning an information data required in said information input image data, transmitting said hidden image data and said filter image data to a telecommunication system in a direction to a user's terminal device(s) which has/have made access to the web-based information transmission/processing device.